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UTube and language learning

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Abstract

This paper attempts to clarify the educational role of UTube in learning a second or foreign language. The fact is today there are many resources to learn languages online. You have WebPages, radio, online TV and even YouTube. At this juncture it is not a matter of finding resources, but finding resources of value that will help you learn. It's a matter of efficiency. Nowadays mobile learners have faster access to high quality ubiquitous web services, UTube as a video clip server is being used more and more by E-learners today. UTube provides authentic up-to date materials of everyday English used by everyday people. Finally, this paper highlights advantages and disadvantages of using UTube in learning a second or foreign language.

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Keywords: UTube, language learning

1. Introduction

Nowadays mobile learners have faster access to high quality ubiquitous web services, UTube as a video clip server is being used more and more by E-learners today. UTube provides authentic up-to date materials of everyday English used by everyday people. Of course, this is the challenge as well. Students may enjoy watching these clips, but poor sound quality, pronunciation and slang can make these short videos even more difficult to understand. On the other hand, students are attracted to the "real life" nature of these videos. By creating context for these short videos you can help your students explore a world of online English learning possibilities Brown, J. D. (1997). *THE HISTORY OF YOUTUBE*. In February of 2005, Steve Chen, Chad Hurley, and Jawed Karim founded YouTube with the domain name <http://www.youtube.com>. The site was created as a forum for people to create and share short video clips online. One year later Google purchased YouTube for \$1.65 billion. How popular is YouTube now? Consider that on a daily basis there are more than two billion views (YouTube Facts & Figures). In addition, 51 percent of YouTube viewers go to YouTube weekly, and 52 percent of 18 to 34 year-olds often share videos with other people (YouTube Fact Sheet). Solomon and Schrum (2007) describe "The World's First Web Band" as a microcosm for the impact YouTube has had on society as a whole. Consider that the members of this Web band never met each other in person, created a music video, and recruited a drummer completely online. Initially, they did not even know each other's names. To date there have been over 2 million views of their first YouTube video,

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Internet Killed the Video Star. In closing, Solomon and Schrum (2008) ask the question also posed by this article, “what does this mean for education?”

Obviously, YouTube is used for varying purposes, the majority of which are not educationally relevant. For example, many people use YouTube simply as a form of entertainment. Someone records a person in a funny prank, posts it to YouTube, and others go to check it out. In some cases there are hundreds of thousands, if not millions, of viewers. For other users YouTube is a venue for sharing family videos, posting a work demonstration, advertising a company or product, or providing students access to media from across the globe. It is this educational value of YouTube that will be explored here with particular emphasis on foreign language education.

2.The importance of online language learning

Today, IT can be formidable as a tool to promote quality and efficiency of education was used. Increasing development tools based on these technologies and adapt quickly with abundant human needs, has led to a new form of interactive and creative learning environment, active and inclusive occurs. Educational research shows that innovation and creating change in educational system without associated professors and acceptance is not possible Green, A. (1997). New phenomenon and the impact of information technology on various aspects of life have emerged, some fundamental changes in human societies has led to relationships. This phenomenon with remarkable speed demands of human influence and the new requirements has created. Recent advances in industry and information; login information networks and the emergence of local, national, regional and international, and especially the internet: multimedia; communication technologies, new tools and techniques facing designers, planners and managers and executives has educational programs. Penetration of new information technologies to educational centers (schools to universities) and even homes, a simple relationship to the teacher and student has changed overall. Thus, traditional models of learning are changing and users with the sheer volume of information and knowledge to face. Currently many of the leading countries in the field of telecommunications, in creating and launching virtual universities and courses or develop their own traditional system of using the internet in academic education, especially university education and find a special place compared with the popularity of traditional systems and has achieved significant application. In our country with regard to issues and problems that young people in our country with limited entrance and public facilities that build and equip an academic building with many problems encountered as a way to make the work has been considered.

2.1The best way to learn a language at first:

The fact is today there are many resources to learn languages online. You have WebPages, radio, online TV and even YouTube. At this juncture it is not a matter of finding resources, but finding resources of value that will help you learn. It's a matter of efficiency. If you are a beginner, you need to learn words; this is better done with audio files or a computer program that is done methodically and logically, not YouTube. Audio/mp3 words are the most efficient way to learn for a beginner. When you have learned individual words and some grammar then, you can try your listening comprehension skills on YouTube. Once you know a critical level say 3000 high frequency words and phrases, using YouTube is not a bad idea, but more for fun.

3. Types of videos in UTube

There are two types of videos that you will use when trying to learn a foreign language through YouTube. The first kind of video is the kind created by language teachers who explain a certain grammar point or give some type of lesson in the language. This is probably the best kind of video if you are just beginning. Often, you can get access to a variety of videos where people whose profession is to teach the language will sit down and teach you a grammar point or two. This is an excellent way to learn and you can find these videos by searching on YouTube for “learn Spanish” if you are interested in learning Spanish.

The second kind of video is the kind that is created by native speakers of the language you are trying to learn. You can find video blogs and other types of entertainment videos. This is probably best if you are at an intermediate

or advanced level. Usually these types of videos are fun to watch, so it shouldn't feel too much like "studying" or "doing work". What you should do is watch these videos and use them to discover new words that you don't know or sentence structures and grammar that you weren't aware of before Liaw, M. (1998).

3.1 Benefits of YouTube:

1. YouTube is a powerful personal branding tool that allows you to use your images and links to your site.
2. It is an excellent way to be discovered by your target market.
3. People love to watch videos. Video gives your readers/customers an opportunity to see what you have to offer. Approximately 65% of the population learns or responds to visual methods of information.
4. It's an effective form of free advertising. Your YouTube page is an opportunity for you to advertise to the entire world without spending a dime.
5. It's global. YouTube is available in 22 countries.
6. YouTube can help your website go viral. Viewers have the choice to share your video on Face book, Twitter, Stumble Upon, Digg, and more.
7. It allows for others to share your videos and embed your video on their site.
8. It increases your chances of showing up in search engine search results because Google owns YouTube and they work together.
9. Your video may be displayed as a suggestion in other videos that are related to yours.
10. Is rated the 3rd most visited website according to Alexia.
11. It exceeds 2 billion views a day.
12. The average person spends approximately 15 minutes a day on YouTube.
13. Over 3 million people are connected and are sharing the videos to at least one major social networking site.
14. You can comment on videos through your YouTube channel, which will increase the traffic to your channel. Subscribe and comment on videos that are related to your niche.
15. People can subscribe to you and they will be notified every time you upload a video.

The English Language Teaching process has been energized with the emergence of new Internet technologies and now the Web tools. Also using videos for language teaching has been one of the most effective ways to achieve success in the classroom. The ELT classes have been using the videos for teaching English language skills since many years now. The organizations like BBC and CNN have even made billions of dollars selling the video content for teaching purposes. Money and Time – are two things which have been creating so many hurdles in accessing the authentic video content in the past time Stoks, G. (1993). But for last three and a half years, YouTube, a video content sharing website has been making the difference to it. At YouTube, anyone can post / access video content. YouTube now contains enormous amount of video content, some of which is highly exploitable in the classroom.

3.2 YouTube features videos in several categories:

The English Language Teaching process has been energized with the emergence of new Internet technologies and now the Web tools. Also using videos for language teaching has been one of the most effective ways to achieve success in the classroom. Some of them are:

- Autos & Vehicles
- Comedy
- Education
- Entertainment
- Film & Animation
- Gaming
- How to & Style
- Music
- News & Politics
- Nonprofits & Activism
- People & Blogs

- Pets & Animals
- Science & Technology
- Sports
- Travel & Events.

The real advantage of YouTube - at least from a language learning point of view - is that it offers authentic examples of everyday English used by everyday people. Yes, this is the challenge as well. Students may enjoy watching these clips, but poor sound quality, pronunciation and slang can make these short videos even more difficult to understand. At the same time use of YouTube videos enables teachers to attach the students to the "real life" nature of these videos. By creating context for these short videos students can be helped to explore a world of online English learning possibilities. YouTube videos can be used in an ELT classroom for various teaching vocabulary, accents, pronunciations, voice modulation and what not.

3.2.1 Youtube and video sharing

Recent advances in industry and information; login information networks and the emergence of local, national, regional and international, and especially the internet: multimedia; communication technologies, new tools and techniques facing designers, planners and managers and executives has educational programs Moore, Z. (1999).

Over the past year YouTube has become enormously popular. What is common to most clips is that they are amateur videos which document occurrences from the lives of non-celebrities. As such, the clips provide a huge multimedia library of real language use by real people, a potentially rich resource for language learning or corpus collections. The vast majority of clips are in English, and a number of ESL/EFL teachers have begun tapping into this source. While some provide sample lessons for students to view and discuss, others have uploaded videos of their own, with the specific goal of language learning in mind. Instructors of other languages, including Spanish, French, Japanese and Indonesian, have also found YouTube to be useful in language learning. One of the differences between YouTube and other social networking sites [see a recent LLT column] is that it does not feature community tagging. Rather, the user posting the video supplies the tags. As is the case in most social networking sites, there are no prescribed, or even recommended, content tags. This makes searching for particular kinds of video clips or specific content very much a hit or miss enterprise. Searching on "Teaching English," for example, returns hundreds of results, most of them clips of teachers in action or class profiles, but the hit list also includes commercials that could be used in teaching English, as well as clips from commercial providers of language instruction. As with all clips on YouTube, clips in this category vary greatly in video professionalism, length, audio quality, and interest level for folks other than those directly involved as camera operators or subjects Hong, W. (1997). Quite a few group projects from language classes are posted to YouTube as a method of sharing and publicizing. Some of the clips uploaded are just slideshows or videos shot with a static camera; others, however, are quite sophisticated in the use of lighting, captioning, camera angles, and transitions. Many come with a music soundtrack, often using commercially available songs, which for the time being some copyright holders (i.e. record companies) are allowing to be used in this way. The murky permission issues in the incorporation of copyrighted audio and video in uploaded clips to YouTube result in some clips being suddenly pulled from the site. This makes problematic any reliance on the availability of particular clips for instructional purposes. Uploading video clips to YouTube is a quick and easy process and works in similar ways on other video sharing sites. Video clips can be in avi, move, or mpg formats (MPEG4 is recommended) and be a maximum of ten minutes long. At least one content tag is required, along with a specification of the language used in the clip, presently restricted to a choice among English, Spanish, French, Japanese, Chinese, or German. Clips can also be uploaded directly from a digital camera or a PDA, as long as they are connected to the Internet. Video can even be directly uploaded to YouTube from a Webcam. Once uploaded, the file is converted to the Flash video format used for all clips. The URL is displayed to the uploader, along with the HTML code to paste into a Web page in order to display the video on one's own page. The ease with which anyone is able to upload video clips to sites such as YouTube, along with the popularity of shooting videos on cell phones or digital cameras has enabled the video sharing frenzy the US is currently experiencing. What also has contributed to this development is the rapid growth in broadband Internet connections in the US, as well as the increase in processor speeds in computers, making video editing and format conversion/compression significantly faster. This has been accompanied by the availability of inexpensive yet powerful video editing tools such as movie for the Macintosh or Jump cut, Videoegg, or Eyespot for Windows. These products have specific tools for creating videos

to be delivered in a Web browser. One of the most significant enabling technologies for the new video Internet age is the Flash video format, which is quickly becoming the format of choice for video on the Web, used by YouTube as well as by Google Video, MySpace, and many other sites.

How to use YouTube to learn

With YouTube, you can listen to a portion over and over again until you get the sense of it. It is fun and visual, for about a 1/2 an hour. Just try hitting pause and back often to get the language phrase memorized. YouTube is mostly fun, and enjoying learning a language is what it's all about. But you can use YouTube as a reward after you have a critical level of words. Also its not serious language learning from A to Z. That is you can not really learn a language from YouTube.

4. Conclusion

The use of technology has become increasingly important in language teaching and learning. The successful use of technology, however, requires that language teachers have the necessary technical competence and pedagogical knowledge. The English Language Teaching process has been energized with the emergence of new Internet technologies and now the Web tools. Also using videos for language teaching has been one of the most effective ways to achieve success in the classroom. The ELT classes have been using the videos for teaching English language skills since many years now. The real advantage of YouTube - at least from a language learning point of view - is that it offers authentic examples of everyday English used by everyday people. At the same time use of YouTube videos enables teachers to attach the students to the "real life" nature of these videos. By creating context for these short videos students can be helped to explore a world of online English learning possibilities. YouTube videos can be used in an ELT classroom for various teaching vocabulary, accents, pronunciations, voice modulation and what not.

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